

**REMARKS**

Claims 1-2, 4-15, 17-22, 24, 26-28, 30-31, and 33-37 are pending in this application. By this Amendment, claims 1, 12, 22, 24, 28, and 31 are amended. Support for the claims can be found throughout the specification, including the original claims, and the drawings. Reconsideration in view of the above amendments and following remarks is respectfully requested.

Entry of the amended claims is proper under 37 C.F.R. §1.116 since the amendments: (1) place the application in condition for allowance for the reasons discussed herein; (2) do not raise any new issues requiring further search and/or consideration since the amendments amplify issues previously discussed throughout prosecution without incorporating additional subject matter; (3) satisfy a requirement of form asserted in the previous Office Action; and/or (4) place the application in better form for appeal, if necessary. Entry is thus requested.

The Examiner is thanked for the courtesies extended to Applicants' representative at the November 30, 2005 personal interview. The points discussed are incorporated herein.

The Office Action objected to claim 1 for an informality. The Examiner's comment has been addressed in amending claim 1. Accordingly, the objection should be withdrawn.

The Office Action rejects claims 1-34 under 35 U.S.C. §102(e) over U.S. Patent No. 6,405,049 to Herrod et al. (hereinafter "Herrod"). Claims 3, 16, 23, 25, 29, and 32 were canceled without prejudice or disclaimer in the Reply filed May 23, 2005. The rejection is respectfully traversed in so far as it applied to the remaining claims.

In the "Response to Arguments" section of the Final Office Action dated August 9, 2005, the Examiner acknowledges that Herrod teaches "a thin client that receives much of the information about the entity when it is docketed on the cradle," and that "Herrod teaches sudden information transmission about products located near the mobile terminal as it is moved throughout the store and personalized advertising." Thus, the Examiner concludes that "Herrod teaches information that is transmitted through the cradle and sudden information that is transmitted through the access point."

However, regarding independent claim 1, as tentatively agreed at the November 30 personal interview, Herrod at least does not disclose or suggest a data transmission server at a prescribed location that communicates with a customer's mobile terminal and automatically radio-transmits the information on the entities to the customer's mobile terminal when the customer enters into the predetermined area, as well as a sudden information data transmission device, installed within the predetermined area, that radio-transmits sudden event information to the customer's mobile terminal when a sudden event is generated by one of the entities while the customer remains within a range where reception by the mobile terminal is possible, wherein the sudden event information is transmitted at different times than the information on the entities. That is, as discussed at the November 30 personal interview, the general information regarding entities within the predetermined area is received by the thin client or portable terminal 10 through the cradle 12. The terminal 10 is picked up by a customer after he/she has entered the supermarket and may receive further information via access point 66. Thus, when the customer enters the supermarket, he/she has not yet picked up the terminal 10. Further, the customer may

enter personal identification information by clicking on a personal identification information entry icon displayed on a screen when he/she first accesses the terminal 10. Thus, Herod does not disclose or suggest a data transmission server at a prescribed location that communicates with a customer's mobile terminal and automatically radio-transmits the information on the entities to the customer's mobile terminal when the customer enters into the predetermined area, in addition to a sudden information data transmission device, installed within the predetermined area, that radio-transmits sudden event information to the customer's mobile terminal when a sudden event is generated by one of the entities while the customer remains within a range where reception by the mobile terminal is possible, wherein the sudden event information is transmitted at different times than the information on the entities. It is noted that with the claimed invention of independent claim 1, the customer can recognize the generation of a sudden event in real time through his/her own mobile terminal, and can be satisfied with his/her shopping.

Similarly, regarding independent claim 12, as tentatively agreed at the November 30 personal interview, Herrod at least does not disclose or suggest determining whether a potential customer enters a prescribed area, and automatically transmitting the general information between a data transmission server and a customer's mobile terminal when the potential customer enters the prescribed area, as well as transmitting the sudden event information to the customer's mobile terminal, located within a range where reception by the mobile terminal is possible, by controlling a respective sudden information data transmission section, wherein the sudden event information is transmitted at different times than the general information.

Further, as set forth above, with the claimed invention of independent claim 12, the customer can recognize the generation of a sudden event in real time through his/her own mobile terminal, and can be satisfied with his/her shopping. Regarding independent claim 22, as tentatively agreed at the November 30 personal interview, Herrod does not disclose or suggest confirming an entry of a customer into a building, automatically obtaining information from a mobile terminal of the customer regarding the mobile terminal when the customer enters the building, and registering the obtained information in a database server, as well as transmitting the obtained sudden event information to the customer's mobile terminal, in the building, when the sudden event arrives from the vendor, wherein the sudden event information is radio-transmitted to the customer's mobile terminal, located within a range where reception by the mobile terminal is possible, by controlling a respective sudden information data transmission section installed within the building, and wherein the sudden event information is transmitted to indicate a sudden sale occurring in the building. Additionally, as set forth above, with the claimed invention of claim 22, the customer can recognize the generation of a sudden event in real time through his/her own mobile terminal, and can be satisfied with his/her shopping.

Regarding independent claim 24, as tentatively agreed at the November 30 personal interview, Herrod at least does not disclose or suggest confirming a passage of a customer through an entry way of a building, judging whether the customer enters or leaves the building, if the passage of the customer is confirmed, and automatically updating a database server with resultant information of the judgment including automatically obtaining from a mobile terminal of the customer, customer information regarding the mobile terminal of the customer,

determining whether the customer information is stored in the database server, judging that the customer is entering the building and temporarily storing the customer information in the database server, if the customer information is not stored in the database server, and judging that the customer is leaving the building and deleting the stored customer information, if the customer information is stored in the database server. Regarding independent claim 28, as tentatively agreed at the November 30 personal interview, Herrod at least does not disclose or suggest a location server that determines whether a subscriber terminal has entered or left a predetermined area, and a data transmission server that automatically communicates the stored information to the subscriber terminal when the subscriber terminal is determined to enter the predetermined area. Regarding independent claim 31, as tentatively agreed at the November 30 personal interview, Herrod at least does not disclose or suggest determining whether a subscriber terminal has entered or left a predetermined area, automatically communicating the stored information to the subscriber terminal when the subscriber terminal is determined to enter the predetermined area, automatically communicating with the subscriber terminal when the subscriber terminal comes within communication range of a data transmission server, automatically registering identification information received from the subscriber terminal in the database server, if the subscriber terminal is not currently registered, and determining that the subscriber terminal has entered the predetermined area, if the subscriber terminal is not currently registered when the location server receives the identification information, and determining that the subscriber terminal has left the predetermined area, if the subscriber terminal is currently registered when the location server receives the identification information.

Thus, Herrod at least fails to disclose or suggest the respective claimed features of independent claims 1, 12, 22, 24, 28, and 31 as discussed above. Further, Herrod fails to disclose or suggest the respective claimed combinations of independent claims 1, 12, 22, 24, 28, and 31. Accordingly, the rejection of independent claims 1, 12, 22, 24, 28, and 31 over Herrod should be withdrawn. Dependent claims 2, 4-11, 13-15, 17-21, 26-27, 30, and 33-34 are allowable over Herrod at least for the reasons discussed above with respect to independent claims 1, 12, 24, 28, and 31, from which they respectively depend, as well as for their added features.

The Office Action rejects claims 35-37 under 35 U.S.C. §103(a) over Herrod in view of U.S. Patent No. 6,091,959 to Souissi et al. (hereinafter "Souissi"). The rejection is respectfully traversed.

Dependent claims 35-37 are allowable over Herrod at least for the reasons discussed above with respect to independent claims 1, 12, and 22, from which they respectively depend, as well as for their added features. Souissi fails to overcome the deficiencies of Herrod, as it is merely cited as allegedly teaching issuing coupons. Accordingly, the rejection of claims 35-37 over the combination of Herrod and Souissi should be withdrawn.

### **CONCLUSION**

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and prompt allowance are earnestly solicited. If the Examiner believes that any additional changes would place the application in better condition for allowance, the Examiner is invited to contact the undersigned attorney at the telephone number listed below.

Serial No. 10/012,459  
Reply to Office Action of August 9, 2005

Docket No. K-0355

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,  
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**Date: November 30, 2005**

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